LEO BURNETT COMPANY, *Inc.*

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VENDING PROFIT TIPS *from Philip Morris Inc.*

Bag each location separately...

record each bag individually

This procedure will make your bookkeeping more efficient when it is time to take inventory of your vending locations:

Collect the "take" from each of your cigarette locations in a separate, labeled container. If you have several vending operations at a single location, bag each one separately with a label that identifies the location, machine number, and operation.

After every daily service route, count bags individually and thus record a total for every machine you operate. By keeping records daily, you can be sure your books are dated accurately.

At inventory time—every 3 or 6 months, as you prefer—just look at the books. It won't take long to tell which locations, machines, and different operations are paying off and which ones aren't; in which locations to install additional machines and in which to cut down; and which locations merit a contract renewal and which should be canceled at expiration date.

P.S. Let us have your profit tips to vendors (other than suggestions for locations). Philip Morris Inc. will send a $25 Savings Bond to each operator or serviceman whose tip is used in this series. Mail your tip to Jack Prokop, Philip Morris Inc., 100 Park Avenue, New York 17, New York. (Please post for servicemen.)

ANOTHER PROFIT TIP: Keep your machine stocked up on the Flavor Cigarettes made by

Philip Morris
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